



REQUEST FOR PROPOSALS

2009 Campus Opportunities to Host EducationUSA Advisers

Submission Deadline: Monday, November 24, 2008

Dear Colleague,

Thank you for your interest in hosting advisers-in-residence for the **2009 U.S. Based Training Program for Overseas Educational Advisers (USBT) and related opportunities**. This annual program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs (ECA), under authority of the Fulbright-Hays Act of 1961, as amended. The USBT has been offered since 1984 as a three-week professional development opportunity in the United States for educational advisers in the EducationUSA network (<http://educationusa.state.gov>), working at U.S. embassies, government ministries, Fulbright Commissions, binational centers, NGOs, foundations, universities and other educational centers around the world. The College Board designed the original USBT program and has served as program administrator for over 20 years. Through a competed cooperative agreement with the State Department, the College Board coordinates all adviser training in the U.S., including the USBT, Explore and PAL Fellows programs and conference-related campus tours. EducationUSA participants are nominated by the U.S. Embassy in their country, possess good to excellent English language skills and are selected for appropriate programs by the State Department/ECA.

This announcement provides details and application instructions for the following 2009 programs:

Option I. Fall 2009 USBT Program – Transportation, housing and meal per diems paid by grant funds; cost-sharing encouraged.

Option II. USBT-*Plus* west-coast U.S. campus visits (May 19-21, 2009) – Transportation funded; housing and meal per diems must be contributed by hosting institution(s) as cost-sharing.

Option III. June 2009 post-NAFSA-conference campus tours (May 30 – early June 2009) – Transportation to/from primary tour location covered; housing and meal per diems must be contributed by hosting institution(s) as cost-sharing.

Option IV. 2009 *EducationUSA Explore* program (August/September 2009) - Transportation covered; housing and meal per diems must be contributed by hosting institution(s) as cost-sharing.

The **USBT 25th Anniversary** celebration and gala will take place in Los Angeles CA on Memorial Day, May 25, 2009. All past host institutions will be invited to send

representatives. Look for upcoming announcements on the USBT Advisers Association website, which also provides background information, photos and reports related to the USBT and related programs: <http://www.osvita.org/usbtaa>. General campus host guidelines are available for review at <http://educationusa.state.gov/home/education-usa/global-left-nav/information-for-u.s.-institutions>

OPTION I. FALL 2009 USBT PROGRAM

The USBT provides hands-on professional development in the U.S. for advising practitioners with at least one year of experience and builds on training they have received in their country or region. Their interaction during the USBT program with U.S. campus representatives and higher education associations promotes information-sharing and communication between advisers and the U.S. educational community. They undergo training for 7-8 days in Washington, D.C., attend a professional conference, and visit groups of campuses around the country for a week.

USBT CAMPUS VISIT DATES:

The following timeframe is available for hosting in the 2009 USBT program –

November 1-6, 2009 (travel days 10/31 & 11/7) – 4 USBT sites needed for groups of 5-6 advisers each

CAMPUS GROUPS NEEDED:

Four clusters of varied institutional types/missions (no more than 6 institutions per cluster - must include graduate level) are being sought for small groups of 5-6 EducationUSA advisers.

Geographic diversity is a major selection criterion.

Fall 2008 USBT groups will visit Missouri-Illinois, Utah, West Virginia and Shenandoah Virginia. Spring 2008 hosts included Michigan, Minnesota, Pennsylvania and Tidewater Virginia. In Fall 2007 advisers visited central Kentucky, northern California, central Florida and western Massachusetts. Spring 2007 campus visits took place in Dallas TX, New Mexico, South Carolina and eastern Iowa/Illinois. In Fall 2006 advisers visited Washington/Idaho, Boston MA, Memphis TN and Dayton/Miami OH. 2005 campus visits occurred in upstate New York/Vermont, northwestern Minnesota/North Dakota, southeastern Georgia and the San Diego area.

CONFERENCE ATTENDANCE:

In Fall 2009 advisers will likely participate in NAFSA region II, III, V, VII or XII conferences (TBD) during the week of October 26. If your institutional group is in a region holding its NAFSA conference during the campus week (November 2-6), you must make arrangements for campus programming while staff is away at the conference.

ELIGIBLE HOST INSTITUTIONS:

Accredited U.S. institutions of varied types and missions may form a campus cluster (e.g., public or private research university; liberal arts college; land-grant institution; HBCU, tribal or Hispanic-serving institution; single-gender college; selective undergraduate college; community college; law or health sciences center; art/music institute; etc.). Advisers may be assigned to specific campuses within the cluster, e.g., in pairs, or the group may visit all institutions in the cluster together. The goal is for them to get to know the institutions well enough to describe their characteristics and programs to USBT participants visiting other

parts of the country. Ideally the clustered institutions should be within 2 hours' driving distance to allow for some interaction during the week's residency, such as joint orientation and debriefing activities, topical sessions (e.g., graduate admission), networking and professional gatherings. We are flexible about how long advisers spend on each campus; the important thing is that they get a solid grounding in admissions (BOTH undergraduate and graduate - include hands-on review of the application process) and international student services, experience of day-to-day life in a campus setting, exposure to strong graduate departments as well as community colleges, and a practical overview of campus technology applications – what students should know about computer use and online communication and administrative procedures on campus. We recommend including a session where the advisers can discuss and critique host institution website design and offer suggestions for making sites internationally friendly.

CLUSTER COORDINATOR ROLE AND INSTITUTIONAL COST-SHARING:

Each institutional group will be represented by a lead "cluster coordinator" who will attend a planning meeting with grant program staff from the College Board and the State Department, as well as serve as contact person for the cluster to pass information and visit schedules to/from the College Board. The planning meeting for Fall 2009 hosts will likely be scheduled for late March or early April in Washington DC; they may also meet College Board and State Department staff and USBT alumni at the NAFSA conference in LA. Past host clusters recommend that the coordinator convene at least one area meeting (virtual or in person) among cluster institutions to finalize the week's arrangements.

Airfare and per diem (lodging and meals) for the coordination meeting are included in USBT funding, along with modest reimbursement (up to \$900 per cluster) for administrative expenses related to the program (such as local transportation, van rental, photocopying, entrance or user fees, seminar or presenter expenses, meeting space, etc. - *not* regular staff salaries or adviser meals already covered by per diem). Each cluster should offer cultural activities/local color related to the geographic area.

USBT participants may be housed in a local hotel or on a campus (if semi-private conference-center type housing is available), either in single or double rooms, ideally within the US Government domestic per diem rate ranges. **Grant funding includes per diem for housing and meals;** however, any cost-share contribution by participating campuses (including hotel discounts) is encouraged, to demonstrate to Congress how useful the USBT program is for U.S. universities and colleges. Arrangement of an appropriate cultural excursion in the area would be another option for cost-sharing. Our office will work with each cluster to develop the week's program and activities, both before and after the planning meeting.

THE ADVISERS' ROLE

The advisers-in-residence will share information and resources on their home country/region while obtaining hands-on experience in college admission, international student advising, campus services, curriculum, technology, ESL, financial aid, career planning, etc. Individual advisers and campuses may highlight specific areas according to interest and need. In all cases, the adviser should be exposed to the inner workings of the institutional admissions process for both graduate and undergraduate programs: recruitment planning, application processing and review committees, database management, implementation of the admissions marketing plan, communication with applicants, and issues such as credential analysis, transfer articulation, summer session admissions, financial aid packaging for international students, and demographic analysis of

incoming students. In addition, the advisers are very interested in how computer technology is used on a daily basis in campus offices, curriculum and service delivery.

Each adviser will develop an individual training plan requesting additional focus areas, for example, in an international student services/advising center, dean's office, academic counseling center, continuing education or distance learning division, English as a Second Language program, or auxiliary office relating to student health, campus ministry, security, career planning, alumni relations, development or institutional research, community outreach, etc. Advisers will also come prepared to make presentations on their home country educational systems and to consult with campus personnel about international education programs including exchanges and study abroad relating to their country or region. A cross-cluster event allowing the advisers to make a formal presentation to a group of faculty and/or administrators is strongly recommended.

Campus assignment will depend on the advisers' own interests, previous experience in the area and the campus host preference. The Fall 2009 group should include about 24 advisers from the eight geographic regions worldwide.

EducationUSA RECONNECT - travel for the USBT Cluster Coordinator

Each USBT cluster coordinator or designee will be eligible for a reverse visit to one or more of the EducationUSA overseas advising centers included in their campus group, supported by a travel stipend from grant funds for travel and per diem expenses. This new program carries on the opportunity afforded earlier by the NAFSA-administered Advisers' Professional Partnership Program (APPP). The coordinator will provide professional consultations related to the activities of the advising center for one week, providing incentive for additional collaborative efforts. The timing and logistics for each *RECONNECT* visit will be determined individually; coordinators may visit more than one center in the country or visit an adjoining country, time- and budget-permitting.

OPTION II: USBT-PLUS west-coast U.S. campus visits (May 19-21, 2009)

In commemoration of the 25th anniversary of the USBT program, in May 2009 the State Department is sponsoring a six-day series of training activities for EducationUSA advisers who are past participants in the USBT. This will occur before the annual NAFSA: Association of International Educators conference in Los Angeles. About 150 advisers will arrive on the U.S. west coast from their home countries on Tuesday, May 19. Approximately 30 institutions in CA, OR, WA or NV are sought to host small groups of 4-6 advisers each during May 19-21, 2009. The campus should be located in easy proximity to an airport or other transit point to allow the advisers to arrive by Thursday evening 5/21 in Los Angeles, where they will stay as a group at the Radisson Hotel Midtown at USC, for 3 days of program sessions and cultural events. On Monday, May 25th, there will be a celebration and gala evening event at the Radisson and the California African-American Museum for these advisers, representatives of U.S. colleges and universities who have hosted USBTers, and education organizations that have supported the USBT.

The 2-day west-coast campus visits are designed to provide a low-key experience for learning about a college or university - its academic programs, services and community. It may be possible for a 4-year institution to pair up with a neighboring 2-year college for this program. Note that the advisers will be coming directly from their international travel and

the campus stay should offer a transitional experience before the groups convene in Los Angeles for USBT-Plus training and the NAFSA conference.

Each adviser's round-trip transportation to the host institution will be paid by grant funds or by his/her embassy or employer. **Housing for two nights and meals must be costshared by the hosting institution.** Campus dorms, summer or conference housing are acceptable if linens and phone service are provided.

OPTION III: JUNE 2009 POST- NAFSA CONFERENCE TOURS

The U.S. Department of State also encourages groups of institutions within a state or region to organize week-long tours of area campuses for EducationUSA advisers attending the annual conference of NAFSA: Association of International Educators. The 2009 conference takes place in Los Angeles during May 26–29. Campus tours may be scheduled beginning May 30 or 31 for up to 5 days in early June. Organizers should budget housing, meals and in-state travel from local sources; international travel is covered from grant funds for advisers. Due to the USBT-Plus program before the conference, a limited number of sites in other U.S. regions will be selected for post-NAFSA tours.

OPTION IV: 2009 *EducationUSA EXPLORE* Program

This program introduced in 2008 will assign one entry-level EducationUSA adviser to a primary host campus for up to 3 weeks beginning in late August and/or September (quarter system campuses may start later) – in time for international student orientation (freshmen, teaching assistants and transfers) and start of the fall term. The adviser will serve an internship in the institution's office responsible for international students while experiencing student life and sitting in on classes for the first two weeks. Student housing (i.e., for older transfer or graduate students) and meals are appropriate. The *EducationUSA Explore* program is designed to acquaint new advisers with the culture and conditions of American campus life while improving their knowledge about international student admissions and services. Meetings with student service providers (health, athletics, co-curricular, academic advising, etc.) are recommended. The host campus may arrange a short visit to neighboring institutions but this is not the main focus of the *Explore* program. The adviser's round-trip transportation to the host institution and health insurance will be paid by grant funds or the adviser's embassy or employer. **Housing and meals must be costshared by the hosting institution.**

Applicant institutions should have experienced hosting EducationUSA advisers within the last 6-year period, for the USBT, NAFSA conference-related campus tour, special advising workshop or equivalent. An official 'host of record' should be specified by the institution to take responsibility for the adviser's stay and serve as mentor. The institution should be prepared to orient faculty and staff about the adviser's purpose and expectations for the *Explore* intern placement.

Two to three U.S. institutions will be chosen to host one adviser each in 2009.

* * * * *

All of the above campus hosting options offer a wonderful opportunity to showcase your institution and community for international students and scholars without having to travel outside the U.S. These are exemplary ways of leveraging federal government funds to support your institutional outreach and program priorities. We look forward to a broad response to this request for proposals, in order to demonstrate the value and relevance to U.S. higher education of this use of grant funding, in light of future economic constraints.

WHAT TO SUBMIT FOR YOUR HOST APPLICATION

Any institution that would like to be considered as a host coordinator for the various EducationUSA adviser residencies described above (Option I, II, III and/or IV) should respond to the following questions to the College Board in writing, via letter, fax or e-mail, **no later than Monday, November 24, 2008.**

Please check off which types of host opportunity your institution or cluster group wishes to be considered for and rank them by preference (1 = highest):

___ **Option I Fall 2009 USBT: November 1-6, 2009**

___ **Option II USBT-Plus west-coast U.S. campus visits: May 19-21, 2009**

___ **Option III Post-NAFSA state campus tour: May 31-June 6, 2008**

___ **Option IV EducationUSA Explore Program** – Fall term-opener internship: starting late August and/or September (up to 3 weeks)

To apply for any of these campus host programs, please submit the following information:

- 1) contact information (name, institutional position/title, address including telephone, fax and e-mail) of the proposed host coordinator.
- 2) names of neighboring institutions willing to serve as potential cluster partners for the USBT and NAFSA-related campus tours (at least two) and a contact name for each.
- 3) specific areas of interest, unique academic programs or special events at cluster-member institutions that are applicable to the residency or campus tour.
- 4) suggested housing options for the visiting EducationUSA advisers.
- 5) possibilities for institutional or state/area cost-sharing.
- 6) comments regarding any specific country or region preference.
- 7) A tentative, rough outline of the week's program in terms of institutions and academic programs highlighted should be included for the USBT.
 - For Option III NAFSA tour groups, please specify how many advisers you can accommodate.
 - For the Option IV *Explore* internship, please provide tentative dates for the 3-week period and confirm whether an informal course audit may be arranged and whether housing and meals can be provided.
- 8) For the USBT, confirm whether the host coordinator is interested in the *RECONNECT* international visit and suggest topics for presentations or professional assistance during the center visit.

Regardless of how you initially submit your proposal, please send an electronic copy to usbt@collegeboard.org.

Questions regarding the 2009 U.S. Based Training Program for Overseas Educational Advisers (USBT) and related programs may be directed to Janine Farhat, Special Projects Manager, or to Carol Blythe, Director, Office of International Education at the College Board. (Fax: (202)741-4745 or E-mail address: USBT@collegeboard.org.) Selection of Fall 2009 USBT host campus clusters should be finalized by December 15 at the latest.

We appreciate your interest in these important programs and thank you for your efforts on behalf of the many EducationUSA advisers worldwide.

SEND TO:

International Education Office, The College Board
1233 20th St NW Suite 600
Washington DC 20036-2375
E-mail: usbt@collegeboard.org
FAX: 202/741-4745
www.collegeboard.com/international

10-14-08